

Elysian

RESIDENCES

BRAND GUIDELINES

Brand Guidelines

Welcome to the Elysian Residences Brand Guidelines.

At Elysian Residences, we pride ourselves on creating luxurious and welcoming living spaces that embody elegance, sophistication, and comfort. Our brand is a reflection of our commitment to excellence in every detail, from our thoughtfully designed properties to the unparalleled service we provide to our Homeowners.

This document serves as the cornerstone of our brand identity, providing clear and consistent guidelines that help maintain the integrity and cohesion of the Elysian Residences brand. Whether you're part of our internal team or an external partner, these guidelines will assist you in understanding and conveying our brand values, aesthetic, and voice across all touchpoints. By adhering to these principles, we ensure that every interaction with Elysian Residences consistently reflects our dedication to quality and our passion for creating exceptional living experiences.

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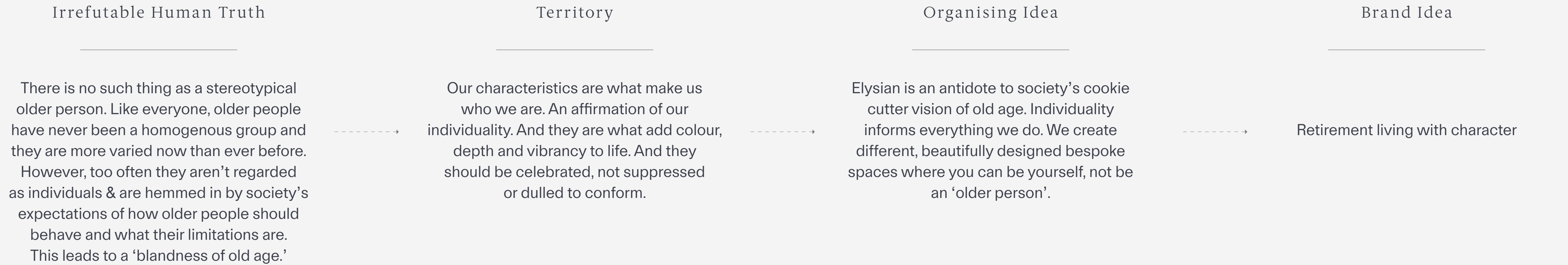
Introduction

What does Elysian Residences do

Introduction

Elysian Residences create retirement living with character, because individuality is what makes life so varied and rich. It informs everything we do. We offer different, beautifully designed Residences inspired by their local area with unique, stylish and spacious apartments to choose from and own.

Brand Model



Tone of Voice

When writing brand copy, please follow the below guidelines to ensure we appeal to our target demographic and accurately represent the Elysian proposition.

Do

- Be authentic (our audience really don't like being marketed too!)
- Be clear and straightforward (our audience really don't like being marketed too!)
- Use imperatives
- Be credible
- Be Respectful
- Be Positive
- Be warm & approachable (but still with some formality)

Don't

- Be patronising – we are not in control of their lives
- Be hyperbolic – (our audience really don't like being marketed too!)
- Use jargon, particularly property jargon, pseudo words
- Gushing or over enthusiastic
- Be campaigning – we have a quiet understanding of the customer we are not changing the world
- Be too colloquial or casual
- Be too exclusive, snooty, private club or use language reminiscent of a short-term stay at a hotel
- Create a sense of 'us' and 'them'

Messaging

Introduction
Words to use

- Overall it is essential to recognise the customer in the position of control/choice. Show a quiet understanding of its customers
- Do not tell them how they feel, how they will respond to or be changed by what we do. Say what we do, but it's for them to think what that might mean for them.
- Focus on the positives of retirement living, not the pain points of ageing
- Clarify that everything is opt-in – freedom to choose is vital
- Explain that they're buying their own home with their own front door
- Dial up the generous space Elysian offers, abating fears of 'shoe box living'
- Don't Generalise about old people – they are not all one homogenised group
- Don't use words like diverse or idiosyncrasies – we need to make sure that individuality doesn't stray into eccentricity. People don't want to worry that their neighbours are strange or odd.
- Be careful that luxury doesn't become overindulgent – it's about creating a luxurious home (nurturing/warm) that you can see yourself thriving in, not a glossy shiny place you'd enjoy visiting.
- People want to know there are facilities & maintenance (ease is a benefit), but don't stray into cosseting, infantilising or being disempowering. And don't use the word concierge.
- Don't use ad conceits or abstract endlines (our audience really don't like being marketed too!)

Messaging

Introduction
Specific wording to use

Character, not ‘a character’ or personalities

Older people, not elderly, senior, golden years, later years

Retirement living, not later or senior living

Apartments or properties not flats or home

Homeowners, customers not residents

Restaurant, not dining room or fine dining

Deliver to your door, not room service

Residences (but need to add warmth and emotion), not village

Messaging

Introduction
Specific wording to use

Communities (but use sparingly), not private club

Individuality, not one homogenised group

Different, not eccentric

Distinct, not cookie cutter

Unique, not cookie cutter

Spacious, not small flats

Luxury (used sparingly), not 5 star

Messaging

Proposed brand proposition language
for web/DM where space allows:

Headline ----->

Retirement Living with Character

Short Paragraph ----->

At Elysian, we appreciate individuality. The special qualities that add colour and vibrancy to life and make us who we are. We know there isn't a stereotypical older person or an expectation of how they should live. That's why we create retirement living with character.

Different, beautifully designed Residences inspired by their local area with unique, stylish and spacious apartments to choose from and own. Our Residences have restaurants, bars and wellness centres with a gym, spa and swimming pool, experiences and amenities for you to use as little or as much as you want. All with 24/7 support and security, a maintenance team and flexible care if you ever need it.

Manifesto

This page outlines the visual and verbal elements that embody our brand's essence, ensuring that every touchpoint reflects our dedication to individuality and excellence.

At the heart of our brand lies a commitment to redefining the perception of retirement living. Our manifesto reflects a fundamental belief: there is no such thing as a stereotypical older person. We celebrate the individuality and diversity of the people we serve, crafting unique, vibrant communities that honour their distinct personalities and preferences.

There is no such thing as a stereotypical older person. Like everyone, older people are more varied now than ever before. However, too often they aren't regarded as individuals and can be constrained by expectations of how older people should live.

At Elysian, we believe it is our characteristics that make us who we are. They add colour, depth and vibrancy to life and should be celebrated. That's why we create retirement living with character.

Different, beautifully designed buildings & interiors inspired by their local area. Many distinct types of generous, stylish apartments to choose from and own. With plenty of space and freedom to decorate.

Our Residences have green space, restaurants, bars, wellness centres with a gym, spa and swimming pool and a variety of classes. All with 24/7 support and security, a maintenance team, future-proofed, adaptable apartments and care if you ever need it.

Logo

Elysian Logo

The Elysian Residences logo is set in two different weights of 'ID00 Serif' — 'Light' and 'Medium'. The design presents a sophisticated and elegant aesthetic, characterised by its contemporary serif details and balanced proportions.

'Elysian' is set in 'Light', with geometric serifs that evoke a sense of luxury and timelessness. The letterforms are generously spaced, providing a sense of openness and readability. The harmony between the 'E' and lowercase 'l' establish a strong vertical line, whilst the 'y's cropped tail adds character.

Below, the word 'Residences' is set in 'Medium' to provide optical balance. Set in uppercase, it creates a clear hierarchy between the brand name and its descriptor. The uppercase setting of 'Residences' adds a formal and trustworthy experience, aligning with the premium positioning of the brand.

The overall composition of the logo is clean and minimal, relying on the elegance of 'ID00 Serif' to convey a sense of sophistication and exclusivity. The balance between the two lines underscores the brand's focus on luxury living spaces.

The logo for Elysian Residences is displayed. The word 'Elysian' is in a light weight of the ID00 Serif font, and 'RESIDENCES' is in a medium weight, both in uppercase. The letters are widely spaced, and the overall layout is clean and balanced.

Elysian Logo

Logo
Exclusion Zones

The Elysian logo is supported by exclusion zones that ensure the logo maintains clear visibility and prominence. These zones are defined as the minimum area around the logo that must remain free of other elements, including text, graphics, and images. This space preserves the logo's integrity and prevents visual clutter, helping to maintain consistent branding across all applications.



Elysian Logo

When choosing a scale for the Elysian logo, it should be decided on a basis that ensures the Elysian branding remains consistent. The exclusion rules are applicable across all applications, regardless of size. However, the logo's scaling should always be subtle and adhere to the restrictions outlined in this document.

For print, the logotype must have a minimum height of 8mm, and for web applications, it must be at least 24px in height. These are the absolute minimum sizes. The maximum size is flexible and depends on the space available, so a fixed maximum size is not specified.

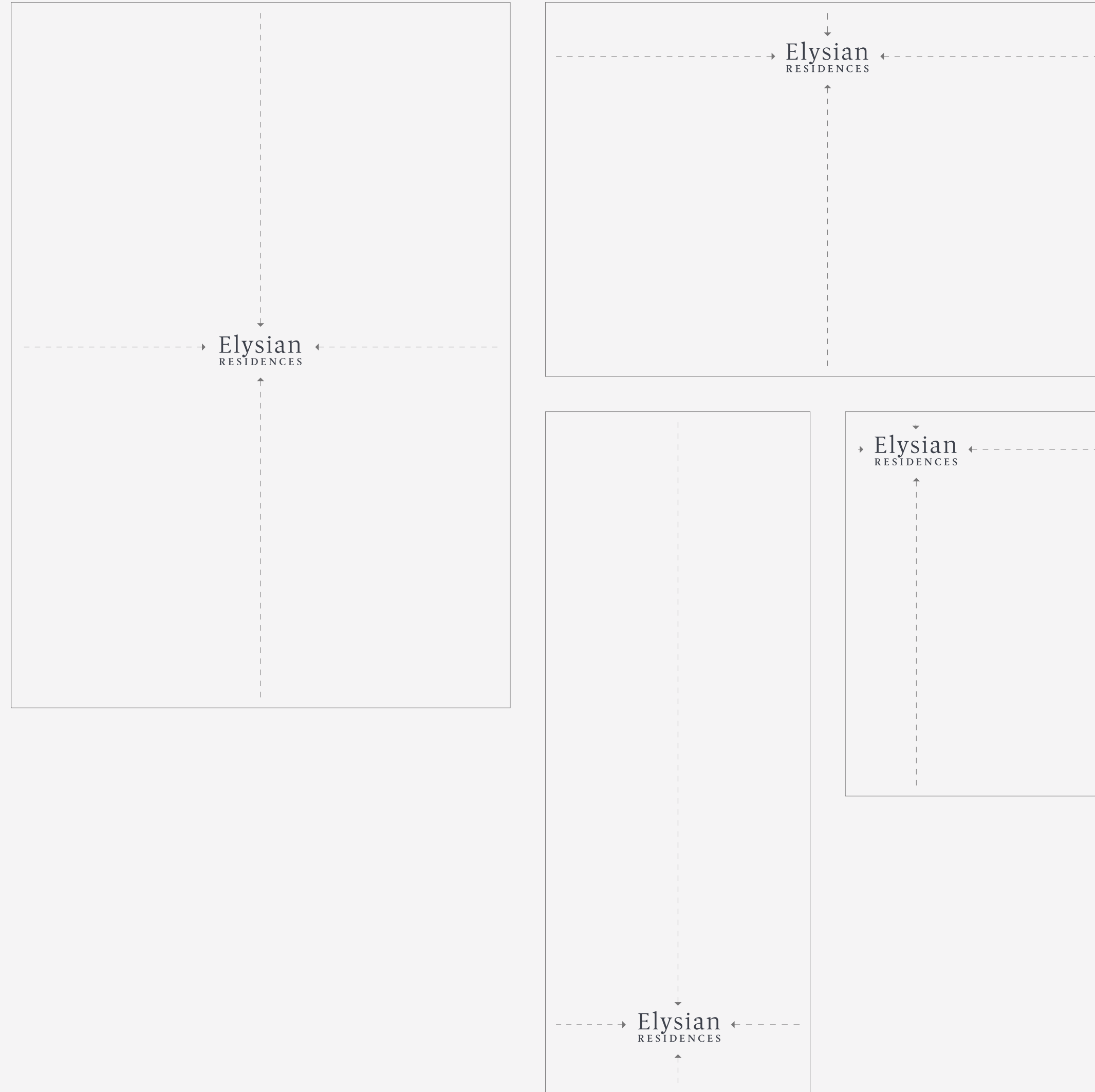


Elysian Logo

The Elysian logotype lock-up is strategically aligned with fixed points of symmetry across collateral materials. Exclusion zone guidelines, detailed on the preceding pages, must be adhered to.

The logo should always appear optically balanced on the page, whether integrated with other brand elements or not. This may involve centring it or positioning it in a corner. When used in isolation, the logotype may be scaled up within the specified size limitations outlined in this document.

Logo Placement



Residence Logos

Logo
Breakdown

Elysian's Residence logos are uniquely different from the main Elysian Logo. The Residence logos are formed of EK Notice Classic in 'Regular' and 'Medium', providing balance to the Residence name and its location. EK Notice is characterised by playing with contrast. 'Classic' ensures high readability for small sizes and large areas of text, with the dynamic connection of vertical strokes and counters, forming a distinctive characteristic. The tracking of the logos has been set at +180, in-line with premium brands that use generous spacing to convey luxury.

WILDERNESSE HOUSE
SEVENOAKS

LANDSBY
STANMORE

THE BECKETT
ROYAL TUNBRIDGE WELLS

THE DENTON
BERKHAMSTED

THE OREN
HAMPSTEAD

THE OAKLEIGH
ST ALBANS

KEW
RICHMOND

Residence Logos

Logo
Exclusion Zones

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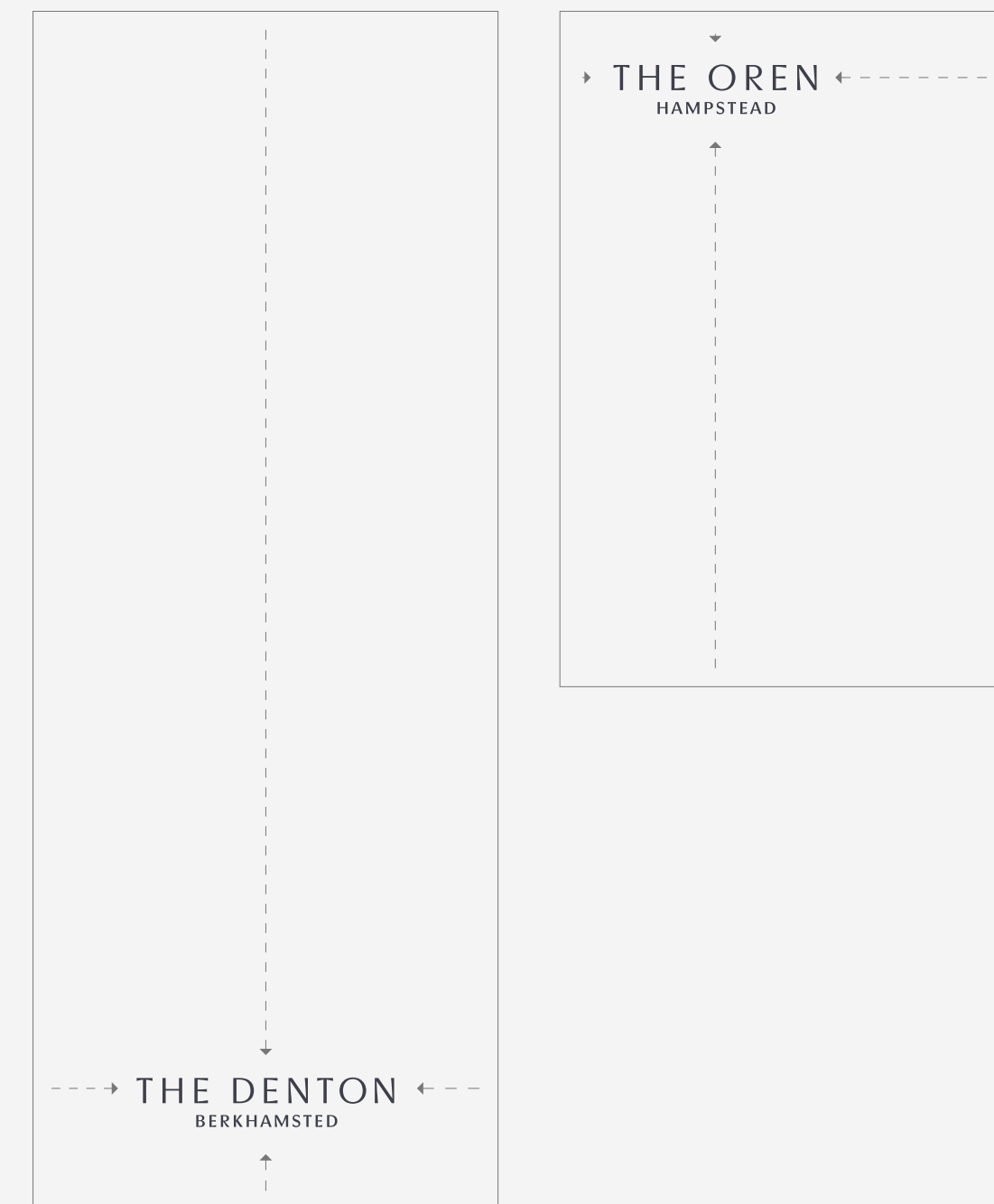
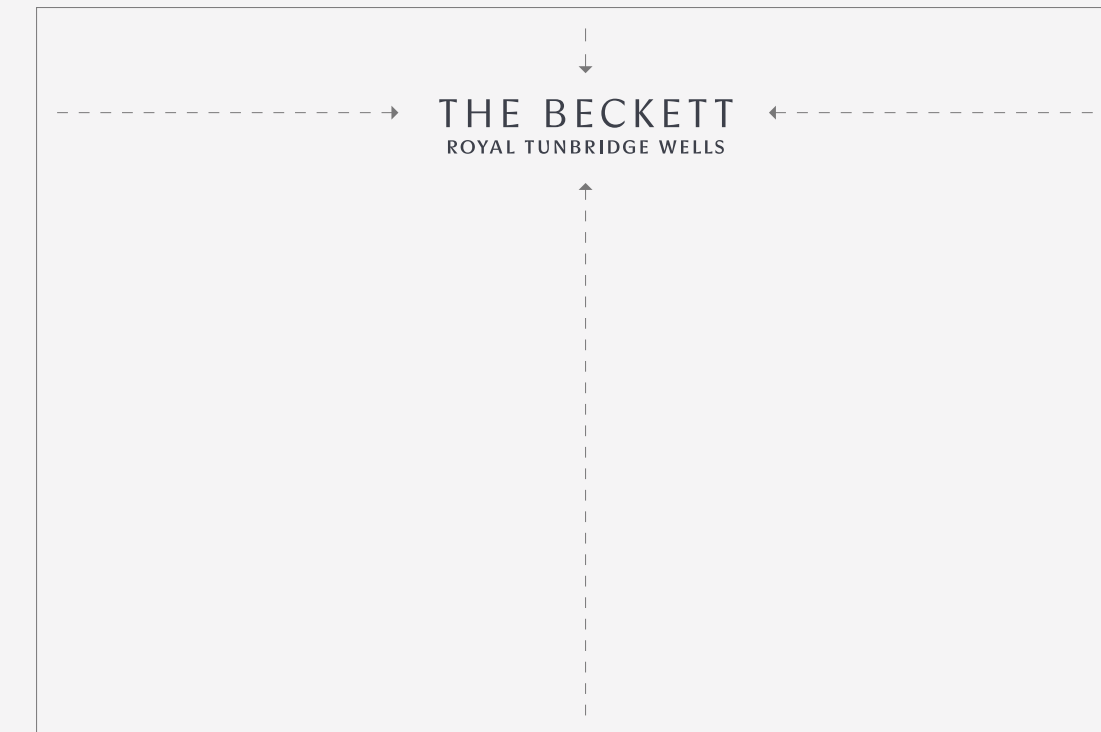


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Logo Placement



Residence Logos

Logo
Landscape

A landscape logo lockup of the Residence Logo in the format "RESIDENCE | LOCATION" is an alternative to be used infrequently for when / where the logo needs to be left or right aligned.

The horizontal lockup allows for a clear distinction between the Residence name and the supporting location, maintaining brand recognition while conveying additional information or context effectively. It also provides flexibility in design, ensuring the logo fits seamlessly across various mediums without sacrificing legibility or aesthetic appeal.

WILDERNESSE HOUSE | SEVENOAKS

LANDSBY | STANMORE

THE BECKETT | ROYAL TUNBRIDGE WELLS

THE DENTON | BERKHAMSTED

THE OREN | HAMPSTEAD

THE OAKLEIGH | ST ALBANS

KEW | RICHMOND

Residence Logos

To ensure a consistent look when creating new Residence logos, all new Residence logos should adhere to the Elysian Residence Kit. This kit includes a preset design file, with the Residence Name and Location set in EK Notice Classic, with the same vertical spacing as the other Residence logos. Once the new text has been input, the letters should be individually kerned; creating optimal legibility is key, whilst fitting in with the previously designed logos.

Use file: Elysian_Residence-Logo-Kit-Template.ai

Typography

Primary Typeface

Typography
Regular

Retirement living with character

A B C

Regular Medium Bold

Primary Typeface

Typography
Medium

Retirement living with character

A B C

Regular Medium Bold

Primary Typeface

Typography
Bold

Retirement living with character

A B C

Regular Medium Bold

Colour

